

P/3760-2

ABSTRACT OF THE DISCLOSURE

**SIMPLIFIED METHOD AND SYSTEM FOR E-COMMERCE**  
**OPERABLE IN ON-LINE AND OFF-LINE MODES**

5           A simplified method and system for e-commerce,  
which is operable in both on-line and off-line modes and in  
a manner which provides easy interface between entities  
providing products/services to the consuming public. A  
user tool is enabled to read identification indicia  
10           appearing on or in proximity to products or services and  
transmitting such information either wirelessly, or  
otherwise, to a central facility which carries out all of  
the necessary Internet searching to find information about  
the products/services. A consumer does not require to  
15           operate a PC or to have any knowledge concerning how to  
use, as by browsing or surfing the Internet, in order to  
procure information about products/services offered on the  
Internet.